

December 2011



## Spotlight Product on Approved Food List

### Better Oats Good 'n Hearty Oatmeal in the 12 oz box

is a new product approved for WIC customers. There are three flavors and all are WIC approved.

Flavors include:

- ♦ Classic (UPC 83921 11895)
- ♦ Maple & Brown Sugar (UPC 83921 11897)
- ♦ Apples & Cinnamon (UPC 83921 11899)

At least one or hopefully all three products should be available from your wholesaler for ordering. **After December 31, this is the only oatmeal product that will be available for WIC customers to purchase.** If this product is not available for your store to order, please contact your wholesaler.

The following wholesalers have provided us with their order number for the Maple & Brown Sugar product listed above.

- ♦ AWG item number 34955.
- ♦ Affiliated Foods Midwest order code 37954.



## WIC Approved Shelf Labels

It is mandatory to have some sort of shelf label indicating WIC approved products. As products are moved around on store shelves, please be sure that the WIC approved label moves with the product. Shelf labels help WIC customers select the correct foods which makes for a smooth check-out.

If your store would like to use any other shelf label, a written request and a copy of materials must be sent to the State Agency for approval.

The State WIC office will mail out a packet of shelf labels if requested. Shelf labels can be ordered online at [www.kansaswic.org/vendors/materials\\_order\\_form.html](http://www.kansaswic.org/vendors/materials_order_form.html) or you can place an order by phone. To place a phone order, please call:

- ♦ Sandi Fry (785)296-1327 or
- ♦ Brad Iams (785)296-0093

### KANSAS WIC FACTS

November 2011

- WIC clients served - 75,678
- Authorized vendors - 370
- Checks paid - 187,261
- Checks paid via ACH - 638
- Checks rejected - 564
- **Rejection reasons:**
  1. Missing/illegible stamp - 352
  2. Missing signature - 68
  3. Taken Early - 49
  4. Encoding Error - 31
  5. Over allowed amount - 29
  6. Previously Rejected - 20
  7. Incorrect vendor stamp - 7
  8. Taken Late - 4
  9. Late Deposit - 3
  10. Altered - 1

## Price Check

The State WIC Office lowered the buffer percentage amount for all WIC checks as indicated in the October Vendor newsletter. The impact of this change has been minimal, however it is important to keep up with the current pricing limits to make sure that your WIC checks don't reject for "Over the Allowed Amount".

To access the Peer Group Average Pricing screen, go to [www.kansaswic.org](http://www.kansaswic.org) and click on the Information for WIC Vendors link on the left hand side of the screen. Next, click on the Check Processing and Food Pricing Information link in the first paragraph. Then click the Average Prices for Vendor Peer Groups link at the top of the second paragraph and you will be directed to this page.

To get to your peer group average pricing, enter the first four digits of your WIC Vendor stamp (e.g. 0123), click continue and you will be directed to the following screen. →

This screen provides the current prices that are set in the system for your peer group.

It is very important that you visit this site frequently to compare your prices to the prices for the peer group. If your prices are higher than the price listed here, there is a potential for WIC checks to reject. If you have questions about pricing or if you have had a recent price increase please contact Brad Iams at the State WIC Office (785)296-0093.

### Peer Group 4 Average Pricing

Food item	Weight/Container	Price as of October 2011	Extended Price
64 oz containers Juice	64 oz ready to drink	\$3.44	
Baby Food - Fruits/Vegetables	4 ounce jars	\$0.95	
Cereal	price per ounce	\$0.25	
Cheese	1 lb package	\$6.21	
Dry Milk	price per quart	\$1.28	
Eggs	1 dozen	\$1.55	
Evaporated Whole Milk	1 can	\$1.44	
Infant Cereal	price per ounce	\$0.25	\$6.00 - 2.
Juice Boxes	4 packages	\$3.20	

## Change to Any Brand

Please remember that Milk, Egg and Cheese products changed to Any Brand (from Least Expensive) with the new booklet pictured on the right. So all milk brands, Roberts, Hiland, Dillon's, Great Value, etc should be in your system as WIC approved. **Remember that milk in glass bottles is not approved.** The same Any Brand rule applies to eggs and cheese. All Kraft products, that meet the WIC requirements, should be approved for purchase with WIC checks. Any brand of eggs are allowable except for brown, free-range, specialty or organic. Refer to your program booklet for specific Cannot Buys.



## Approved Food List

Beginning January 1, the WIC Program Booklet shown below is the only approved food list that may be used. The UPC listing on the website has been updated to only include the foods listed in the most current WIC Program Booklet.

